

# Helping Dogs Get Homes

2020 PEDIGREE Foundation  
Impact Report





**Petey**  
Kentucky Humane Society

# From Banjo, Axis, Petey and so many other dogs...thank you.

Since 2008, PEDIGREE Foundation has provided 5,700 grants and over \$9 million to shelters and rescues. But it's possible that our support has never been needed more than in 2020.

The global pandemic brought tremendous challenges, but also amazing stories of shelter and rescue teams, volunteers and foster parents who worked tirelessly to help dogs in need during such a difficult year.

We were honored to support them, including introducing COVID-19 Relief grants in the spring that helped more than 100 shelters struggling due to pandemic-related challenges. In November, we announced our 2020 annual grants, bringing our total grants for the year to \$1 million — a 20 percent increase over 2019.

We are very grateful to our donors and supporters who made this giving possible — and so happy for the pups helped. You can see a few of their stories on the following pages. All together, we anticipate our grants helped over 150,000 dogs in need.

Also in 2020, we were thrilled to support the launch of Human Animal Support Services, a new animal services model whose goal is to keep people and pets together. You can read more about the innovative work they're doing on page 8.

At PEDIGREE Foundation, our vision is a day when all dogs are safe, secure, cared for, fed well and loved. In a tough year like 2020, that vision might seem harder to imagine. But, in fact, we are more optimistic than ever.

That's because of the generous individual and business donors who fund our grants and the 150+ Foundation Ambassadors who spread the word about what we do and how to help. Plus, we're inspired by the thousands of shelter and rescue teams across the U.S. who do so much to help dogs get the loving families they deserve.

The 2020 year showed us that, no matter the challenges, individuals and organizations will work together to help dogs get loving homes. We're tremendously grateful to all and excited for all we can accomplish together in 2021.



## Deb Fair

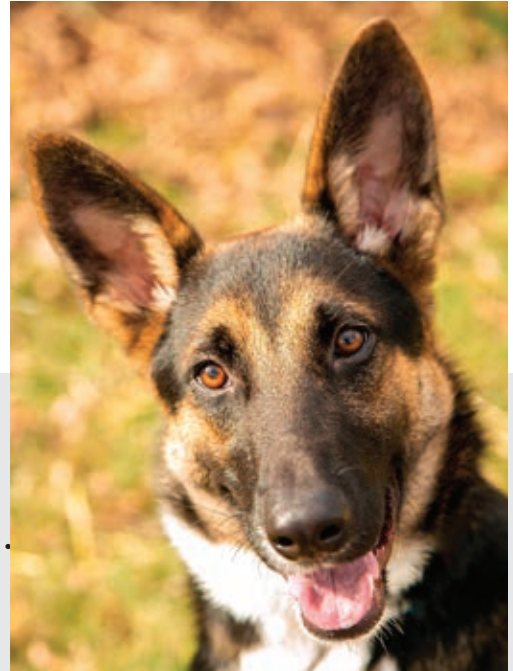
Executive Director, PEDIGREE Foundation

## Kimberly Spina

President, PEDIGREE Foundation Board of Directors

# Our grants help dogs get the help they need.

Helping one dog is a joy. Helping thousands of dogs is even better! That's why in recent years we have increasingly prioritized support for foster, matching/behavior and transport programs, which have all been shown to significantly increase dog adoption rates. Our grants help shelters and rescues create enduring, successful programs that make dogs more adoptable. See a few of their stories here.



▶ Axis is just one example of more than 50 dogs helped in 2020 by a new “matchmaker” position at Ruff Start Rescue. People looking to adopt often pick out a pup without understanding their energy level and personality. Or, they skip over dogs based on assumptions that don't turn out to be true. With the new matchmaker funded by a PEDIGREE Foundation grant, Ruff Start Rescue can better match dogs with potential adopters. As a shelter/collie mix, Axis needed a family that would understand his athleticism and energy. The Ruff Start Rescue matchmaker found him the perfect home with a knowledgeable and dedicated adopter.

**Ruff Start Rescue**  
Princeton, MN



▶ Nico suffered from severe anxiety and behavior issues when he was found as part of a large-scale puppy mill seizure in 2020. Supported by a PEDIGREE Foundation disaster grant, Oklahoma Alliance for Animals took in over 80 dogs, providing them with vaccines and other medical care, as well as extra support for those with special needs. Nico was one of them. He needed help to reduce his anxiety and training to build his trust. With the help of an experienced foster and transport through Reach Rescue, he's now in a loving home with a sweet canine sister he adores.

**Oklahoma Alliance for Animals**

Tulsa, OK



▶ Chai's life was changed forever by a PEDIGREE Foundation-supported transfer program. She was part of a "Paws Across the Pacific" flight from Hawaii to the mainland U.S., organized by Greater Good Charities and Wings of Rescue and sponsored in part by PEDIGREE Foundation. While she lived outdoors in Hawaii, she's having no trouble adjusting to indoor life in the chillier Northwest (and wearing sweaters on walks!). Her dad reports that she loves all the attention she gets from him and his housemates, and has brought so much enjoyment into his life.

**Seattle Humane**

Seattle, WA



▶ Angel arrived at Kentucky Humane Society (KHS) after spending 4 years with a family. Adjusting to the shelter was hard and made her stressed, which caused behavioral issues. To give her a break, she took part in KHS’s “Date with a Dog” program, supported by a PEDIGREE Foundation grant. On her dates, volunteers found that Angel was a happy, sweet pup who loved to play and go on hikes. Breaks from the shelter helped reduce Angel’s stress, and she also got help from the shelter behavior team. Now, she’s found a new family and has been adopted into a forever home.

**Kentucky Humane Society**  
Louisville, KY



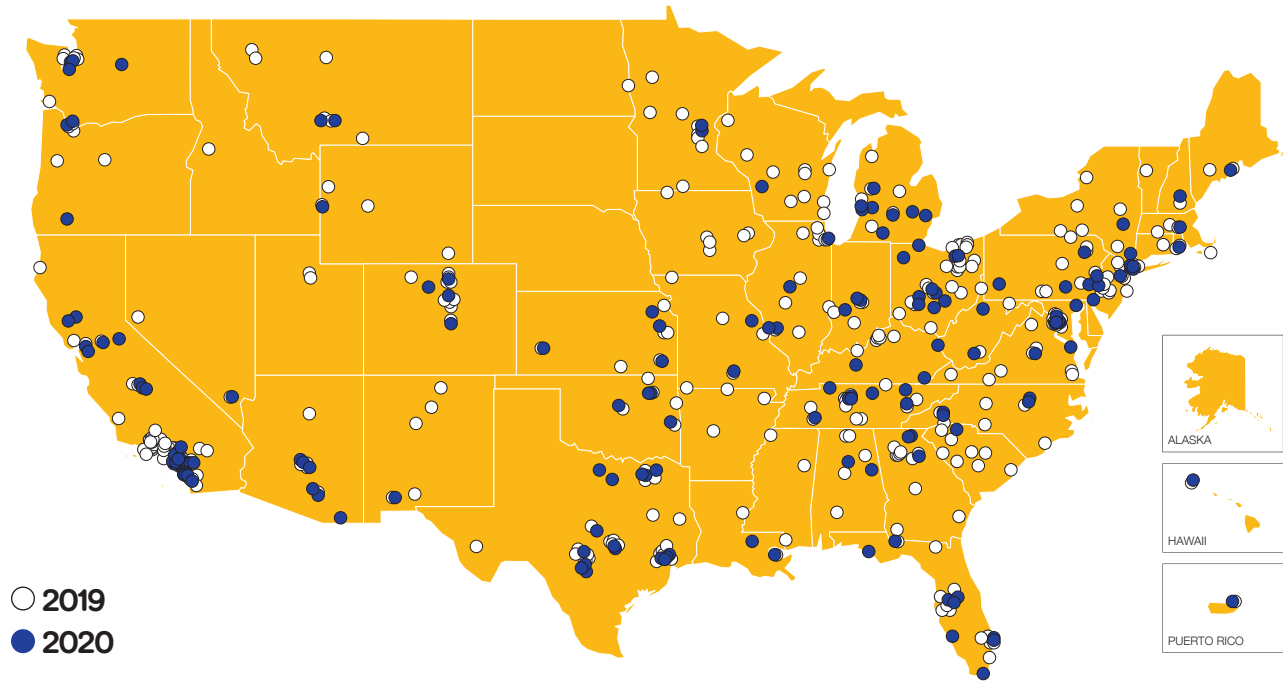
▶ Sabre’s life was saved thanks to a PEDIGREE Foundation-supported transfer program that helps over 2,000 pets every year. Found lying in a parking lot with a collar deeply embedded in his neck, Sabre needed surgery to repair the damage, and was transferred to the Animal Protective Association of Missouri (APA) for the remainder of his care. The weeks that followed were difficult, but with the support of a volunteer foster and regular checkups at the APA, Sabre healed and was quickly adopted by a family who adores him.

**APA Adoption Center**  
St. Louis, MO

# Every dog deserves a loving home.™

## Helping Dogs Nationwide

PEDIGREE Foundation grants span the U.S. Our 2020 grants helped shelters and rescues in 40 states as well as Washington, D.C. and Puerto Rico.



PEDIGREE Foundation grants are typically awarded in November. As a result, the 2020 grants were distributed at the end of the year and are being used now to help dogs across the country. This map shows grants from both 2019 and 2020 to depict both 2019 grant-related activity that took place in 2020 and the new grants that were awarded.

## Giving to Date

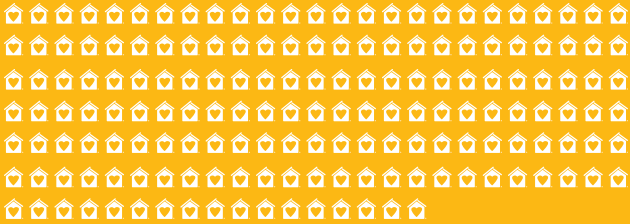
Since our founding in 2008, PEDIGREE Foundation has continued to innovate and expand our grants to help end pet homelessness.

**5,700+**  
Grants provided

**\$9 million**  
Funds awarded

# How we helped dogs in 2020.

**167** shelters and rescues supported



**\$300,000** in Program Development grants helping nearly 75,000 dogs



Matching/behavior..... **7**



Foster ..... **7**



Transport ..... **8**



Medical ..... **5**



Comms/marketing..... **4**

In 2020, we continued to prioritize programs that have a significant impact on dog adoption rates, including matching, foster and transport programs.

**2** DOGS RULE.™ Grants

Again in 2020, we awarded a DOGS RULE.™ grant that provides \$100,000 over two years to support a best practice model.



The 2020 recipient, **York County SPCA** in York, PA, received a grant to create an interactive, technology-based kennel card program that helps potential adopters get to know dogs and learn important information about them quickly to increase adoption.

The 2019 recipient, **Ruff Start Rescue** in Princeton, MN, received their second payment in 2020 and continues to develop their “ComPAWtibility Match Program” to increase the number of foster families and foster-to-adopt programs.

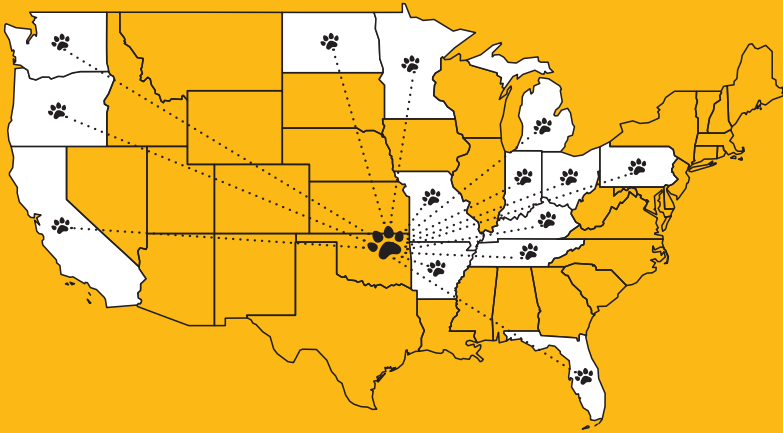
**\$100,000** to shelters and rescues represented by winners of Hallmark Channel's *American Rescue Dog Show*

**105** COVID-19 Relief grants that helped **12,500+** dogs





**4** transportation grants to help more dogs reach the opportunity for a better life



In just 3 months, the “HUB” Pet Transport Initiative of the Humane Society of Tulsa moved 1,000+ dogs from at-capacity shelters to locations throughout the U.S.



Disaster relief for **8 crises**, including wildfires, weather and puppy mill seizures



**3**

Role Model Shelter Grants



**31**

Program Development Grants

## Generous Support from Partners

In 2020, we were grateful to be joined by partners who helped support some of our grants.

### Associated Grocers

Bi-Mart

Carter’s Pet Mart

Family Farm and Home

Phillips Pet Food and Supplies



**Banjo**  
Two by Two Rescue

# A new way to support people and pets.

In 2020, PEDIGREE Foundation became a founding sponsor of Human Animal Support Services (HASS), a new initiative by American Pets Alive! to transform how shelters help pets and their people.

HASS pulls successful ideas from animal welfare, social services, education, public health and other fields to create a range of services that help people and pets stay together. To share more of their vision and how it is transforming communities, we spoke with leaders of the program...



Dr. Ellen Jefferson,  
DVM, President and  
CEO of HASS



Kristen Hassen,  
Maddie's® American  
Pets Alive! Director



Dr. Michael J. Blackwell,  
DVM, MPH, Director of the  
Program for Pet Health Equity,  
University of Tennessee



Matt Pepper,  
President and CEO,  
Michigan Humane



Bobby Mann,  
Maddie's® Human Animal  
Support Services  
Pilot Director



Diaz Dixon,  
CEO, Eddy House and  
Member of HASS  
Executive Committee



Michelle Figueroa,  
HASS Director  
at Pima Animal  
Care Center



## Tell us about HASS. Why was it created and what is it doing?

**Dr. Ellen Jefferson, DVM, President and CEO of HASS:** The Human Animal Support Services project is meant to fundamentally change the way animal services operate, making them into human and animal support services. It's a shift away from enforcement and taking pets away, to focusing on support to help people be able to keep their pets. It's about elevating people — the human part of the leash — as well as the dog or cat part of the leash.

**Kristen Hassen, Maddie's® American Pets Alive! Director:** People are facing more hardship than ever before, and not being able to keep pets causes even more emotional distress. HASS is designed to bring everyone together to try to address these problems. It's a collaborative movement comprised of more than 500 organizations and about 1,000 individual animal welfare professionals innovating to keep more animals with their families and have fewer animals entering the animal shelter system.

**Dr. Michael J. Blackwell, DVM, MPH, Director of the Program for Pet Health Equity, University of Tennessee:** One of the things that makes me most excited about HASS is the principle of collaborating, of working together and aligning our community resources and activities so we can get better outcomes in safeguarding animal welfare, and therefore family welfare.

## PILOT SHELTER HIGHLIGHT:

### KC Pet Project

We've been building up our foster support network, getting more volunteers involved, writing job descriptions for our volunteers and really expanding these programs. As a result, over 50 percent of our pets are now living in foster homes, and that gives us more resources here at the shelter to be able to provide pet retention programs and support.





## What makes the impact of HASS different from prior efforts to advance animal sheltering?

**Dr. Jefferson:** The HASS project is being developed and driven by the entire industry, from entry level staff all the way up to longtime directors. We are looking at problems that have existed for the industry's entire lifetime — 120 years. By trying to take those apart one by one and building new solutions for those problems, we're able to actually change the entire framework rather than just one program or one intention of animal services.

**Matt Pepper, President and CEO, Michigan Humane:** The HASS movement is about rethinking how you interact with a community, about seeing the community as partners. It's about looking at all the animal welfare organizations in a community and partnering together toward a common goal of improving the quality of life for everyone — people and pets.

## What's an example of the impact it has?

**Kristen Hassen:** As just one example, this past year an older woman came to a food distribution event and was given two big bags of food for her dog. A few minutes later, one of the volunteers leaving the event saw this woman, in her 80s, walking several miles home in 95-degree heat with these big bags of food. The volunteer was able to give her a ride home, and understanding her situation, was also able to set up delivery for food in the future. That is just one of many examples of the lengths people will go to care for their animals. Instead of asking people to make that choice



When Bud wandered away from his home and ended up at KC Pet Project, the Animal Services officers recognized him. They knew from their work in his neighborhood that Bud belonged to Charles and that Charles was concerned about a tumor on Bud's side. With the goal of keeping pets in homes, KC Pet Project contacted Charles to say they would treat his tumor and bring him home, along with some pet supplies. Having Animal Services officers out in the community, connecting with pet parents, enabled this success story and kept Bud and Charles together.

between caring for themselves or their pets, HASS aims to make it possible for them to get everything they need for their pets so they can also take care of themselves.

## What role does support like that of PEDIGREE Foundation play?

### **Bobby Mann, Maddie's® Human Animal Support Services**

**Pilot Director:** What I love the most about HASS is that it's about meeting people where they are, understanding that people and pets are always better together. Thanks to PEDIGREE Foundation, we're going to be able to do that and so much more.

**Kristen Hassen:** The partnership between HASS and PEDIGREE Foundation has been critically important. PEDIGREE Foundation's support has allowed us to help so many animals and people — keeping animals in their homes, providing support for dog programs in the shelters, and doing things like teaching shelters how to provide behavioral support for dog owners so that they can keep their pets even when they face hardships and other challenges.

## PILOT SHELTER HIGHLIGHT:

### **LifeLine Animal Project**

We created a community programs department and started rolling out a case management approach to assist our community. We expanded our self-rehoming services and worked with our animal services officers so they can refer cases to our community team and help divert animals from coming into our shelter. We also offered temporary boarding or placement assistance to help during this eviction crisis.





Scenes from HASS Tier 1 Pilot Shelters, including Dallas Animal Services, Baltimore Animal Rescue and Care Shelter, Pima Animal Care Center. The photo on page 9 is Greenville County Animal Care.

## What are some less understood or unexpected ways that HASS can make a difference?

**Dr. Jefferson:** By keeping people and pets together, we're seeing a huge reduction in the amount of effort, time and expense that has to be put into keeping animals at the shelter. When we focus our resources on helping people on the front end, we can reduce the work and expense that has cost governments and shelters so much money over time and use it more effectively.

**Diaz Dixon, CEO, Eddy House and Member of HASS Executive Committee:** As the CEO of Eddy House, helping youth experiencing homelessness, I see the partnership that we have with animal shelters and animal welfare as really critical. A lot of our kids don't want to come in for services because they're with the pets they love. Collaboration has given us the ability to work hand-in-hand and find wonderful outcomes. At the end of the day, it is a win for both organizations as well as for the kids and the pets that they love.

**Michelle Figueroa, HASS Director at Pima Animal Care Center:** If you think about it, when you walk your dog around your neighborhood, I bet you know every animal in every yard. But if I ask you if you know the owners' names, probably not. Why? Because animals are our connection to the world.... For us, the main goal for HASS and Pima Animal Care is to provide tools to owners who face barriers in keeping their pets. If we can find solutions to those problems and we can figure out how to keep your animal at home, we will.



## PILOT SHELTER HIGHLIGHT:

### Baltimore Animal Rescue and Care Shelter

In the timeframe where we would usually take in about 8,000 animals, this past year we kept about 3,000 out of the shelter by keeping them in homes. We also worked hard to continue placing animals during this time, with almost 2,000 adoptions, 2,000 transfers to rescue partners and hundreds of animals going to foster homes. We're really proud of the fact that we've still been able to save all healthy and treatable animals.

## What advice would you give to shelters and rescues that want to increase their local impact but aren't yet part of HASS?

**Dr. Jefferson:** I would recommend that they sign up for our national calls. We do calls on Mondays for all levels of staff and on Fridays for leadership, as well as summits in the middle of the week. Those are great conversations about what is happening in the HASS project as well as tutorials on how to implement small pieces of it.

**Kristen Hassen:** Our community now has hundreds of organizations and we're all working together to improve animal welfare and human welfare. Sign up at our website — [HumanAnimalSupportServices.org](https://HumanAnimalSupportServices.org) — and you'll have access to all the tools, materials and resources that we offer.



# A great team working for dogs!

## PEDIGREE Foundation Staff

### Deb Fair

Executive Director

### Megan Meredith

Grants Manager

### Anna Willoughby

Gear Merchandising and Marketing Manager



**Sharona**  
Berkeley Humane

## 2020 Board of Directors

### Kimberly Spina

President of the Board of Directors, PEDIGREE Foundation  
Foster Program Manager, Greater Good Charities

### Jam Stewart

Vice President of the Board of Directors, PEDIGREE Foundation  
Vice President, Corporate Affairs, Mars Petcare

### Isabel Johnson

Treasurer, PEDIGREE Foundation  
Vice President, S&OP+, Royal Canin

### Steve Cavezza

Secretary, PEDIGREE Foundation  
Senior Counsel, Mars Petcare

### Deb Fair

Executive Director, PEDIGREE Foundation – Non-Voting Member

### Tiffany Bierer

Raw Material Development Manager, Mars Petcare

### Doug Cahill

Chairman, President & CEO, The Hillman Group

### Lisa Campbell

Director, External Affairs, Mars Petcare

### Tracey Marumoto

Vice President, S&OP+, PMO, Continuous Improvement,  
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### Craig Neely

Vice President, Marketing, Mars Petcare

### Fernando Silva

Sr. Brand Manager, Mars Petcare

### Ellen Thompson

Vice President, Customer Account Development, Mars Petcare

### Dan Werly

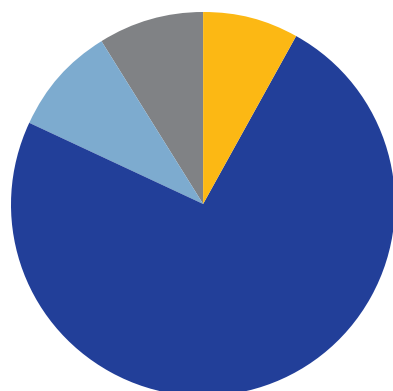
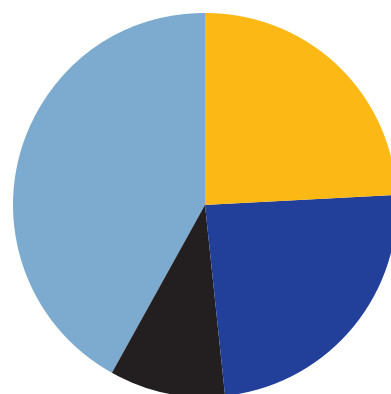
General Counsel, Tennessee Titans



# Here's how we do what we do.

## Your Dollars at Work

Disaster Relief Grants .....	<b>\$248,500</b>
Role Model Shelter Grants .....	<b>\$246,000</b>
DOGS RULE.™ Grant.....	<b>\$100,000</b>
Program Development Grants .....	<b>\$427,193</b>



## Where Dollars Come From

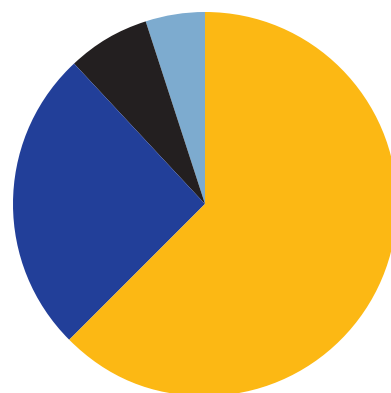
In-Kind Contributions.....	<b>\$142,841</b>
Corporate Donations .....	<b>\$1,300,000</b>
Major Event Contributions.....	<b>\$0*</b>
Individual Donations.....	<b>\$162,625</b>
Gear Sales.....	<b>\$151,956</b>

Excludes interest income.

\*We suspended all events due to the pandemic and were thrilled to increase individual donations and gear sales to help fill that gap. Both were up about 36% in 2020 compared to 2019.

## How Dollars Are Spent

Grants .....	<b>\$1,021,693</b>
Administration .....	<b>\$418,131</b>
Marketing .....	<b>\$114,947</b>
Fundraising.....	<b>\$78,575</b>



# We need your help!

PEDIGREE Foundation works year round to help those who help dogs, but we can't do it alone. Our grants are funded by the PEDIGREE® brand, other business donors, DOGS RULE.® gear sales and donations from dog lovers like you. We're incredibly grateful for this support.

Your tax deductible gift helps us help more dogs find the loving homes they deserve. All individual donor contributions go directly to our shelter and rescue grant program.

DOGS RULE.® gear purchases also support grants that help shelters and rescues save dogs.

Please help! Visit [DogsRuleStore.com](https://DogsRuleStore.com) or [Amazon.com/dogsrule](https://Amazon.com/dogsrule) to shop for great gear for every dog lover you know. Visit [Bit.ly/Donate4Dogs](https://Bit.ly/Donate4Dogs) or [PedigreeFoundation.org](https://PedigreeFoundation.org) to donate. Thank you!



**Sneaky**  
Two by Two Rescue

**Finnegan**  
Cherryland Humane





**[PedigreeFoundation.org](https://PedigreeFoundation.org)**

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**[Facebook.com/PedigreeFoundation](https://Facebook.com/PedigreeFoundation)**

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